Unit 17: Digital Marketing

Learning aim A and B

Note to assessor

Scenario	This scenario for this assignment has been written to encompass a vocational role and requires learners to produce put themselves in the mind-set of someone working at a digital marketing agency. Assessors should note that this scenario is not always 'realistic' and that the potential of a learner to be working for a digital marketing business will depend on the type of programme the learner is enrolled on (e.g. 16-19 study programme, part time work-based learning programme, etc.). Learners will not be disadvantaged by not having an understanding of this role but centres are encouraged to adjust the scenario to make it more localised and realistic to their learners.
Task 1	Centres are encouraged to ensure learners have appropriate access to real life case studies in order to carry out investigative research in order to complete the task. The delivery of learning prior to this task would benefit from employer involvement to give learners access to: • guest speakers on the subject of digital marketing • research of digital marketing case studies • visits to appropriate businesses who have either used and/or specialise in digital marketing strategies.

Learning aim C

Note to assessor:

Scenario	
Task 1	The digital marketing campaign will be an outline for the pass standard but must provide all the basic elements outlined in the unit content. For the merit standard it should be more detailed and relate to the wider marketing and promotional mix. To differentiate between a detailed marketing campaign for the award of CM.3 and a detailed and creative campaign for CD.3, the learner must produce unique and imaginative ideas for the campaign. They should also be able to justify their ideas and show some flair in identifying improvements to increase brand loyalty.